

# Torrance Will Become Business Capital of Entire South Bay Area



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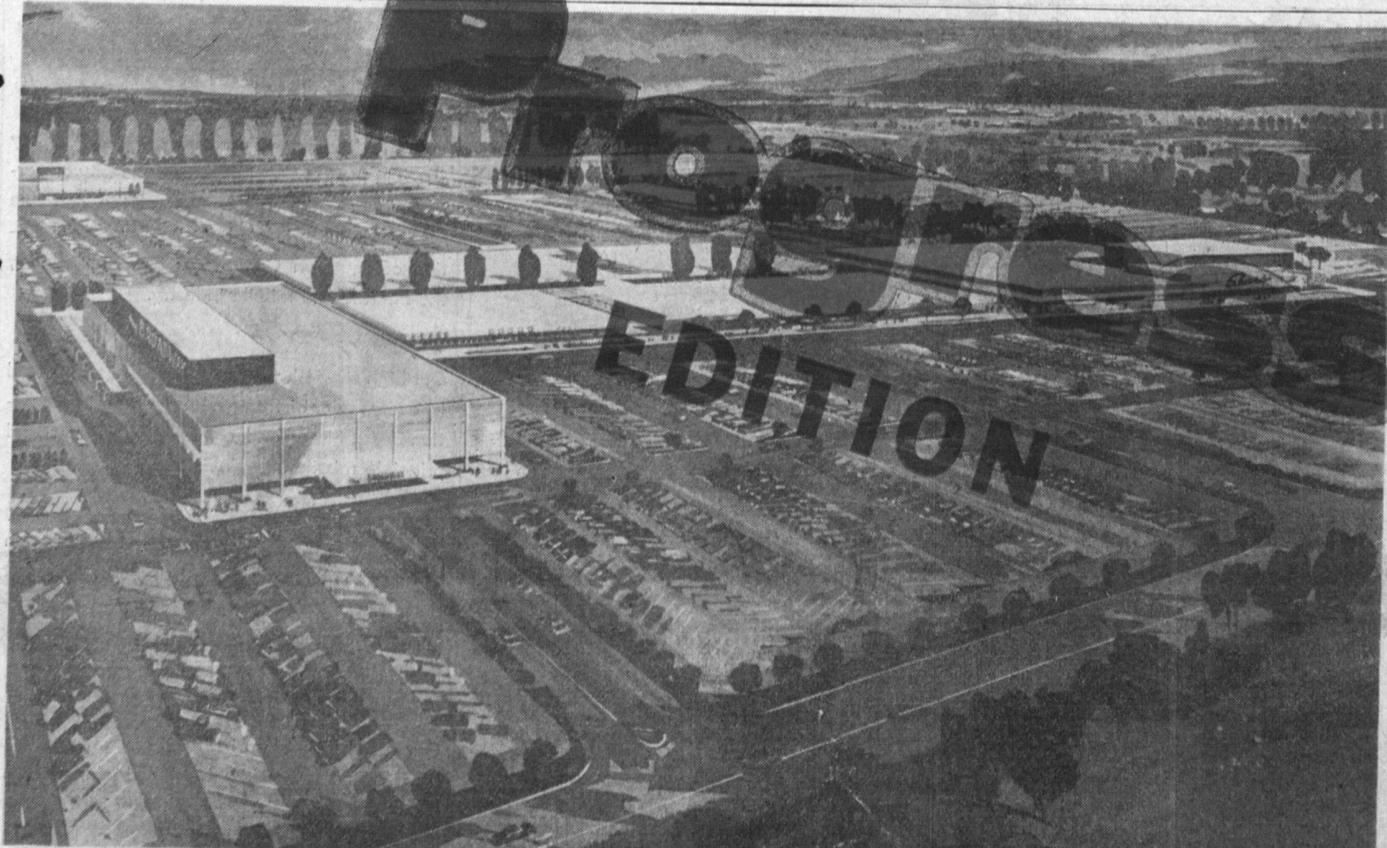
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# Building to Double in 1958



DESIGN FOR A BUSINESS CAPITAL—The architect's drawing shows the future development of the \$40,000,000 Del Amo Shopping Center at Hawthorne and Sepulveda blvds., which is slated

for completion in the fall of 1959. Its developers say that the sprawling 85-acre center will become the commercial center of the entire South Bay area. The Del Amo Shopping Center will

also have a great impact on city revenues through sales and property taxes and will result in the opening and widening of major highways, changing traffic pattern of the entire area.

## Del Amo Shopping Center Will Bring Huge Sales

Torrance will become the business capital of the entire South Bay area next year, rounding out its growth as a major industrial and population center.

Responsible for this achievement of true balance as an ideal city will be the \$40,000,000 Del Amo Shopping Center, which will become one of the largest regional retail developments in the country.

The shopping center, carefully planned and designed, will have even greater significance than bringing some of the finest stores to Torrance.

Total effect will be to shower a new source of revenue on the city and school administrations and to change the entire traffic pattern in the South Bay area.

The 100 stores to be constructed on the site are expected to do an annual retail business estimated at \$65,000,000.

The city will receive one per cent, or \$650,000, in sales tax revenue alone. This amount corresponds roughly to nearly one-tenth of the city's annual budget and does not include the property taxes which will be received by Torrance and the school district.

The 85-acre site was spotted at the geographical center of the area it will serve, stated Myron M. Wasson, leasing agent for Coldwell Banker, exclusive agents for the property.

This will mean that such major arteries as Carson st., Lomita blvd., Madrona ave. and Anza ave. will be widened or opened to serve traffic to and from the Del Amo Shopping Center

Groundbreaking for the first store, the Broadway Department Store, was held December 23, and with the exception of delays caused by rains, work is progressing on schedule.

The store will have three floors initially, with provisions made to add a fourth floor in the future.

The Broadway will anchor the north end of the center, with a three-story Sears-Roebuck store to be constructed on the south end.

A 600-foot mall will connect the two stores, with other stores to be constructed between them.

The schedule calls for the Broadway to be completed by February, 1958, while Sears and the rest of the 100 stores to be ready for business in October, 1959.

Designed by Welton Becket, the noted architect who is famous for his planning of other outstanding shopping centers in the country, Del Amo will feature ideas which will make it attractive to businessmen and shoppers.

The mall will assure all business of foot traffic, while trucks are routed to and from the stores through an underground tunnel, which keeps the sprawling parking area clear for 6000 vehicles.

The tunnel, on which work is under way, will service the center from Carson st.

Besides solving traffic congestion, the tunnel serves the purpose of keeping the center clear of debris.

The entire center will be beautifully landscaped. Another outstanding feature of the center will be that not only will popular-price stores be located here but some of the famous quality stores will serve this area, Wasson said.

He pointed out that the development is being scrutinized by leading business firms, and that his firm will be able to select the leading merchants in each field to come to Torrance.

Wasson said that the business firms expect the addition of 100,000 people to the Palos Verdes Peninsula, who will be served by these stores.

In addition, Del Amo is expected to draw shoppers from the beach cities, and the area north, and east, all to the financial benefit of Torrance.

To the east of the mall, a huge 60,000 square foot market, a 20,000 square foot office building, two banks, a bowling alley and other commercial structures will be developed.

The office building will be

headquarters for finance, brokerage, insurance, airlines and tourist offices as well as for professional services.

Future development of a medical center on Hawthorne blvd. will be the next step in the development program.

"Del Amo Estates is planning to have this become the business capital of the entire South Bay area," Wasson said.

"The Del Amo Estates owns 250 acres, remainder of a Spanish land grant held by the Del Amo family since 1874. Jaime Del Amo, scion of the early settlers, is president of the Del Amo Estates Co.

"I believe Torrance to be the most under-merchandised area in Southern California," Wasson said. "With this development, we will become the most volume producing shopping center. It will be like a vacuum, sucking in purchasing power."

## 48-Lane Bowling Center

Construction of a huge bowling center, deluxe coffee shop and a unique restaurant will start in the near future in the Del Amo Shopping Center.

The 48-lane bowling alley, to be called the Del Amo Bowl, will be completed in approximately one year, its developer, Harold Gelbar, owner of the Plush Horse, announced.

It will combine all the latest facilities designed to please the sports fans.

A circular restaurant and cocktail lounge with the dining area arranged around a huge fire pit on a raised level is also planned by Gelbar. The second floor of "The Pit," as it will be known, will be devoted to spacious banquet rooms.

The coffee shop will have 110 seats and feature good service and good food.

## Court House Building

The civic center became a beehive of activity again, when ground was broken for the \$301,000 municipal court house.

The new structure, which will provide a court room, offices for the district attorney and marshal, is expected to be completed late this year or early in 1959.

## Building Boom in First Quarter

The valuation of new building in Torrance in the first three months of this year is more than twice as great as it was for the first three months of 1957.

"And even more important," said Building Superintendent Lee Schliens recently, "we have reason to believe that this trend will hold through the year."

He meant this: At the close of 1958 it will probably be found that more than twice as many dollars were spent for new construction in 1958 than in 1957.

In 1957 the value of new buildings totaled almost 20 million dollars.

In other words, this year will be more like 1956, when the value of new construction was \$46,932,000.

"But," said Schliens, "there will be important differences in the type of construction that the values represent."

**Home Building Declines**  
For one thing, he said, there is a definite decline in the number of single family dwellings being built.

"There is much more construction of multiple residences being done now, the Building Superintendent said, adding that in the first three months of this year the number of permits granted for apartment houses represents an increase of about 100 per cent over the same period in 1957.

Schliens said he expects this trend too—toward more multiple residence construction—will also be continued for some time to come.

He said he was not surprised at the development of this trend. "There just simply is not much land left in the city that can be built here will be extremely slight in future years."

"Not necessarily," Schliens replied. "That depends on the zoning determination made for some large tracts which we hear might be opened for building in the near future."

**Cites Example**  
He cited the vast Victor Precinct tract, the zoning determination for which is now pending before the Planning Commission.

"The problem there," the Building Superintendent said, "is that there are a number of owners of land in the tract. Some would like to see the tract used for home construction and other owners would like to have it put to commercial use."

"But if that area is opened up for single family home construction," Schliens said, "why it alone could accommodate 50,000 people."

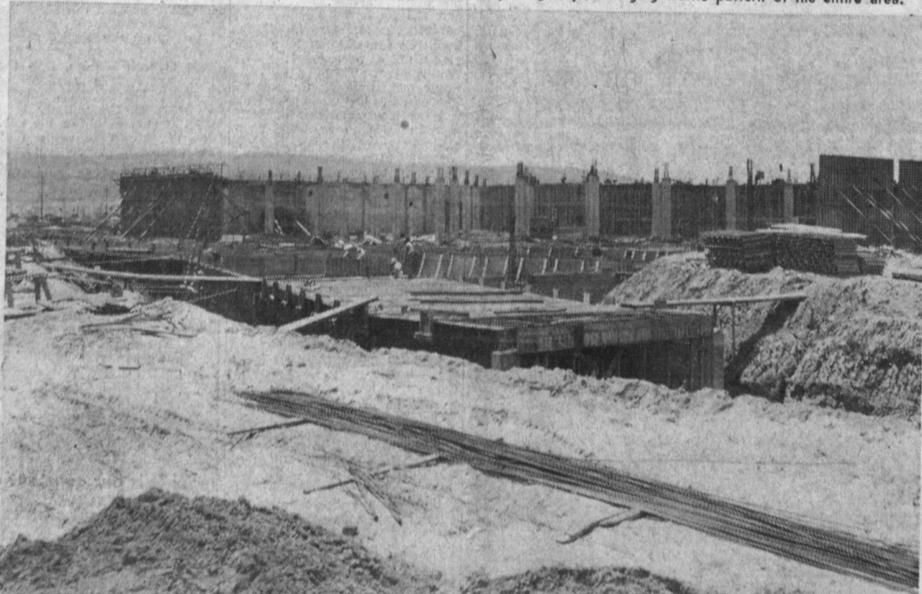
He pointed out that the trend away from building of single family houses is more evident in the light of previous year's figures than it is in the figures for the first quarter of this year.

"The difference between the value of 172 permits granted for single residence building during the first three months of 1957 and that of 142 permits granted for one family homes in the first part of this year represents a decrease of only about 5 per cent," Schliens said.

"But in years past the value of new home construction represented as much as 90 per cent of all the dollars being spent for new building."

**Commercial Building Up**  
"And this year the value of new single residence building represents only about 20 per cent of all the dollars being spent for new construction," he explained.

There is more money being spent this year for commercial building than last year. The value in this category, in fact, is



CONSTRUCTION MOVES AHEAD—Work is well under way on the Broadway Department Store, which will anchor the north end of the Del Amo Shopping Center. A beautifully landscaped mall will connect it with the new Sears-Roebuck store on the

south end, while 100 other businesses will benefit from the foot traffic. In front is the underground tunnel which will be used for deliveries so as not to interfere with shoppers, who will have 6000 parking spaces.

# 100,000 Population Seen by August

Present Figure Is Estimated at Approximately 97,000

Torrance will have a population of 100,000 by August of this year if the city's present rate of growth continues.

And when that figure is reached, it will mean this: That the population here has doubled in only four years; That it has quadrupled in only eight years.

Incredible though this mushrooming growth may seem, the record shows that only 13,160 persons lived here as recently as 1948.

The record shows, too, that only five months ago a special census revealed the population to be 94,302.

And according to an estimate

given in a recent release of the Torrance Chamber of Commerce, the city's population on April 1 of this year stood at approximately 97,000.

That means that in the five winter months since November 1, when that special census was taken, that the city's rate of growth was about 600 new residents per month.

In other years, however, the rate of growth was faster. In

the 48-month period from 1954 to 1958, for example, Torrance became the home of 50,000 new residents.

That's an average increase of more than 1000 new residents per month.

The figures of the two most recent special censuses—one showing a population of 82,241 on July 1, 1956, and the other a population of 94,302

on November 1, 1957, show an increase of nearly 12,000 persons in that 16-month period.

That's a population rate increase averaging nearly 750 per month.

At that rate, Torrance's population would take in about 3000 new residents in the next four months and the population would cross the 100,000 mark about August 1.

Here are other figures reveal-

Year	Population
1913	300
1920	1,800
1940	9,950
1947	13,160
1950	22,201
1952	31,834
1953	44,914
1955	67,459
1956	82,241
1957	94,302
1958 (estimated)	100,000